



## 2021 Case Study Scoring Rubric

As a judge you will use the below criteria to score each team paper. The column under points represents the max amount you may assign the team in that category. The column under points earned is where you will provide your score for the team in that category. Fractions of points are allowed, but are limited to half of a point. (Ex: 5.5)

University Name: \_\_\_\_\_

Team Number (if applicable): \_\_\_\_\_

Judge Name: \_\_\_\_\_

<b>Adherence to Guidelines - Paper</b>			
<i>Category</i>	<i>Description</i>	<i>Points</i>	<i>Points Earned</i>
Length	Does not exceed 25 pages.	1	
Executive Summary	Includes a 1-2 page executive summary.	1	
Data Visualization	Includes no more than 10 full pages of tables and charts that address the case study findings. Charts are representative and understandable.	2	
Format	The paper is in MLA format (12 point font size, Times New Roman or similar font, and double spaced).	2	
Citations	Any referenced materials are cited appropriately.	2	
Clarity	Are the observations and analyses driving the case-study conclusions clear and cogent?	4	
Grammar & Spelling	Adheres to proper grammar, spelling and mechanics.	3	
<i>Point Total</i>		15	

<b>Quality of Research</b>			
Part I: Financial Analysis	<b>Did the team analyze ONE the following?</b> 1. Earnings Performance 2. Loan portfolio composition 3. Asset Growth 4. Capital levels & planning 5. Liquidity	10	



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<p>Part II: SERVING THE COMMUNITY IN A PANDEMIC</p>	<p><b>Did the team address the questions most pertinent to the institution?</b></p> <ol style="list-style-type: none"> <li>1.What actions did the bank take to protect its employees while serving the banking needs of its customers?</li> <li>2.Did the bank participate in the Payroll Protection Program?</li> <li>3.Did the bank create any new programs to meet customers’ needs?</li> <li>4.What was the direct impact of the pandemic on the bank’s balance sheet?</li> <li>5.What one great story does the bank have that exemplifies a community bank serving its community?</li> </ol>	25	
<p>Part III: DIVERSITY, INCLUSION AND ECONOMIC FAIRNESS</p>	<p><b>Did the team address the questions most pertinent to the institution?</b></p> <ol style="list-style-type: none"> <li>1.How has the bank addressed diversity and inclusion with its staff, executives, and board of directors?</li> <li>2.Does the bank have any special programs or products to support diversity and inclusion? For example, lending programs aimed at minority and women owned businesses or policies related to vendors.</li> <li>3.How have the market demographics of the bank’s trade area changed over the last decade?</li> <li>4.How has the bank supported local projects, on its own or through sponsorship, to serve underserved areas or promote economic development?</li> <li>5.Have the recent protests related to social justice changed the bank’s approach to diversity and inclusion?</li> <li>6.Community banks generally have a culture of compliance, meaning they strive to adhere to the regulations designed to protect consumers and ensure fair lending practices. How can banks leverage this aspect of their culture to be seen as leaders in their communities for diversity, inclusion and social justice?</li> <li>7.Are there things regulators and policy makers could do to support community banks in efforts to address diversity, inclusion, and economic fairness?</li> <li>8.If the bank has a trust department, have they received more inquiries or adopted investment policies regarding Environmental, Social and Governance (ESG)?</li> </ol>	25	
<p><i>Point Total</i></p>		60	
<p><b>Overall Total</b></p>		75	



Please provide any comments or feedback for the student team: